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Avid Pro Tools Annual Subscribers Get New Inner Circle Loyalty Program

Audio creators automatically receive top plugins, sounds and exclusive discounts from Avid’s cutting-edge partners to boost user creativity, productivity and skills

News Summary

New Inner Circle loyalty program is for Pro Tools annual subscribers

Inner Circle rewards annual subscribers throughout the year with top-rated industry plugins, sound effects, royalty-free music, samples and loops and high-caliber tutorials for free

Every Pro Tools annual subscriber will be enrolled automatically in the Inner Circle

[Avid \(NASDAQ: AVID\)](#) has launched an all-new “[Inner Circle](#)” loyalty program for [Pro Tools®](#) annual subscribers that gives them access to thousands of dollars in additional value. This program rewards annual subscribers throughout the year with top-rated industry plugins, sound effects, royalty-free music, samples and loops and high-caliber tutorials for free. The Inner Circle also delivers exclusive deals and special discounts, all curated from Avid’s extensive community of innovative audio partners. Every annual subscriber will be enrolled automatically in the Inner Circle.

Tens of thousands of Pro Tools annual subscribers—from professionals working in music and audio post production to students—can easily claim more than \$1,600 in rewards today to immediately boost their creativity. Annual subscribers can access these rewards on their MyAvid and Avid Link accounts. The first wave of Inner Circle rewards includes:

Plugins

- \$129 USD value: UJAM - Virtual Guitarist SPARKLE
- \$49 USD value: Baby Audio - Comeback Kid
- \$298 USD value: IK Multimedia - Amplitube 5 SE & T-RackS 5 SE
- \$59 USD value: Accusonus - ERA voice leveler
- \$159 USD value: Tracktion - BioTek organic synthesizer

Sounds & Content

- \$98 USD value: Pro Sound Effects - Producer’s Pack Vol. 1 & Foley Essentials
- \$495 USD value: Sound Ideas - 50 royalty-free music tracks
- \$99 USD value: Impulse Record - Convology XT and 17 physical plates

Tutorials

- \$120 USD value: Groove3 - Pick your own videos & books
- \$99 USD value: pureMix - Five tutorials

Music Distribution

- \$99 USD value: Sound Credit - publisher app

Exclusive Discounts

- 20% savings: Unlimited stereo music distribution with AvidPlay
- Plugin Alliance Mega Bundle deal
 - \$50 USD off a one-year subscription to the MEGA Bundle (regularly \$249.99)
 - MEGA Bundle purchases include an additional \$249.99 USD credit to purchase any plugins on the [Plugin Alliance website](#)

Avid's Rob D'Amico, Senior Director of Product Marketing for Audio Solutions, said: "Audio creators are constantly on the lookout for plugins, virtual instruments and other add-ons to inspire creativity and enhance workflows. The Inner Circle program highlights the growing value of Pro Tools to our annual subscribers by connecting them with Avid's vast partner network and their highly sought-after tools and offers. It's another way Avid can fuel our community's passion with amazing tools and capabilities at no additional cost to them."

BABY Audio founder Caspar Bock said, "We create plugins that add color and inspire producers, that get users into the flow. We're thrilled to participate in Avid's loyalty program to bring another dimension of true creative differentiation to the Pro Tools user community."

Explore additional exclusive advantages of being a Pro Tools audio creator at <https://www.avid.com/pro-tools/inner-circle>. Free plugins, music & sound libraries, tutorials, and other resources are available only to annual Pro Tools, Pro Tools | Ultimate, Pro Tools for Education, and Pro Tools | Ultimate for Education ("paid monthly" and "paid upfront") subscribers.

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<https://www.avid.com/press-center/en-us/avid-pro-tools-annual-subscribers-get-new-inner-circle-loyalty-program/>

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